

2015

# SMU Libraries 2015 Annual Report

Li Ka Shing Library, Singapore Management University

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# SMU LIBRARIES ANNUAL REPORT 2015



# UNIVERSITY LIBRARIAN'S MESSAGE

**Gulcin Cribb**



2015 was another exciting year filled with lots of innovation, community partnerships and activities to enhance SMU's research, learning and community activities.

SMU Libraries (comprising of the Li Ka Shing Library and the soon to be completed Kwa Geok Choo Law Library) has never been more popular. Nearly 1.2 million entries into the Li Ka Shing Library were recorded for 2015.

We worked in collaboration with many campus units to further develop the plans for the brand new Law Library named after Kwa Geok Choo. We are looking forward to offering library services in the new Library in early 2017. The new Law Library will be available to the entire SMU community.

The Library is the proud winner of SMU's inaugural 'Outstanding Department' award as part of the Business Excellence Awards 2015. Over 80% of library staff have been trained in 'Green Belt' business process improvement, over the last 3 years.

The Library, as the business owner of the Research Publications module of SMU's new Integrated Research Management System (IRIS) worked closely with IITS, Office of Research and all the Schools to plan and implement the new system which went live in January 2016. The new system has many enhanced features and facilities to showcase faculty publications and to create reports for different purposes.

SMU Libraries performed very well in the last round of the LibQual customer satisfaction survey which is a global benchmarking survey used by over 1,200 libraries around the world. 2015 results indicated that overall the Library performed well when benchmarked against our 2013 performance and other academic institutions in Singapore and overseas.

The 2015 Annual Report highlights SMU Libraries' activities in 2015. The Library team is looking forward to further enhancing support for the SMU community in 2016.





# SMU LIBRARIES STRATEGIC PLAN 2016 – 2018

Library staff came together for a day of teambuilding and brainstorming, held at Sentosa Cove, to conceptualise SMU Libraries' Strategic Plan to take us through 2016 – 2018.



**VISION**

To be a leading research library providing ubiquitous access to information using innovative strategies to drive intellectual exchange and the creation of knowledge.

**Libraries**

**OUR PASSION,  
OUR COMMITMENT,  
YOUR ADVANTAGE**

**MISSION**

The Library's mission is to enable a culture of life-long learning through collaboration, engagement and outreach. It aims to provide seamless access to information using innovative and leading edge technology. The Library is committed to delivering exceptional services and building dynamic relationships within the SMU community and beyond.

**CORE VALUES**

- Respect
- Accountability
- Passion
- Professionalism

**SERVICES**

Deliver high-quality, customer-focused services to support and synergize teaching, learning and research.

**SPACE**

Foster a safe space that enriches and embodies the SMU experience.

**COMMUNITY**

To be recognized as an integral part of the research, teaching and learning ecology of our community.

**CULTURE OF ASSESSMENT**

To enhance a culture of assessment in order to meet the needs of our community.

**COMMUNICATION**

Promote a dynamic communication with community, while enhancing engagement with stakeholders through outreach programmes.

**TALENT MANAGEMENT**

Nurture an engaged and highly skilled team that excels in a dynamic global environment.



**LIBRARY PERFORMANCE METRICS**

- 1 Satisfaction with the Library's research and learning services
- 2 Learning through information literacy skills for lifelong learning
- 3 Quality of relevant services and usage of resources that contributes to SMU's vision
- 4 Engagement with faculty and postgraduate students in research activities
- 5 Availability of SMU scholarly publications
- 6 Library staff learning and development activities
- 7 Library staff engagement
- 8 Community engagement within and outside SMU







**1,197,803**

WALK-IN VISITS



**12,811** ENQUIRIES

**68,692**

LOANS & E-LOANS



RESEARCH



CONSULTATIONS **106**

**92** PROGRAMMES



& EVENTS

**376,801**

WEBSITE VISITS



NO. OF  
DATABASES & JOURNALS

**312,410** EBOOKS

**79,208** JOURNALS

**160** DATABASES



**62,000**

PHYSICAL ITEMS



# 2015 SNAPSHOT / ACHIEVEMENTS

## LIBQUAL BENCHMARKING SURVEY RESULTS

SMU Libraries performed very well in the last round of the LibQual customer satisfaction survey which is a global benchmarking survey used by over 1,200 libraries around the world.

It is important that the Library understands the needs and expectations of the SMU community so that it is able to provide the services and resources that best meet them. It is for this reason that the Library undertook the Library Service Quality Survey in 2013 and 2015. The survey results have provided valuable information on the Library's performance and how the services can be further improved. 2015 results also indicated that overall the Library performed well when benchmarked against other academic institutions in Singapore and overseas.

	2013	2015
Library as a Space	6.83	7.20
Service Quality	7.19	7.29

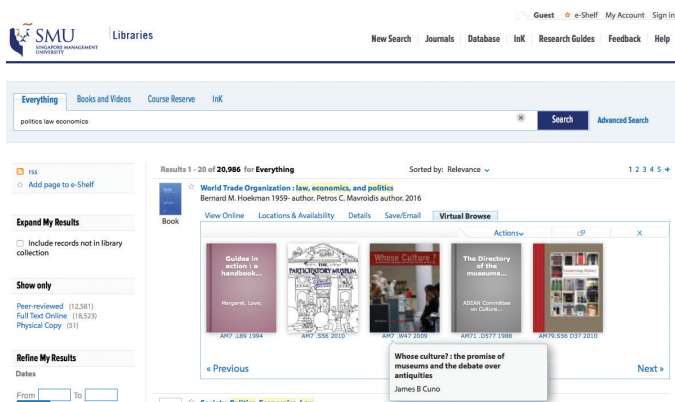
In 2013, the Library did not do well in the area of quality and quantity of learning spaces available to students. The 2015 results indicate that the recent renovations have had a significant impact and the scores in this area improved considerably.

## NEW DISCOVERY SERVICE



2015 marked the successful migration of the Library Management System (LMS) and discovery service to Alma/PRIMO. Alma was chosen because it provides a streamlined workflow-based process specially catered for the end-to-end management of electronic resources. Alma includes a suite of analytics tools that collect and analyse data to help library staff make informed decisions.

Primo offers a one-stop search for all books, journals, articles and more. It has a clean and simple search interface, with easy access to frequent tasks like exporting and emailing citations quickly.

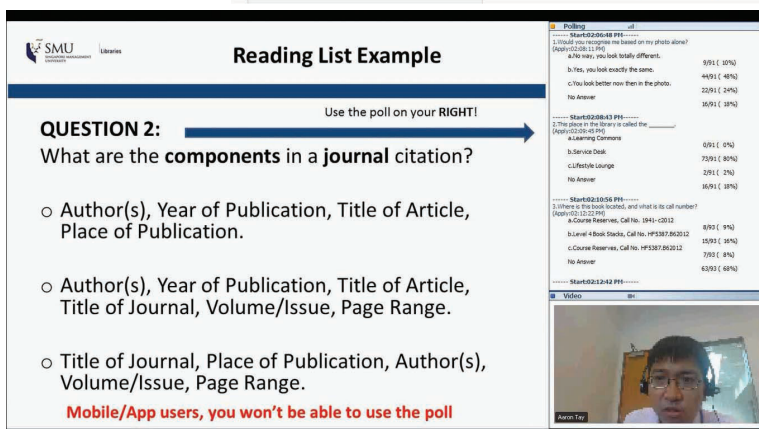
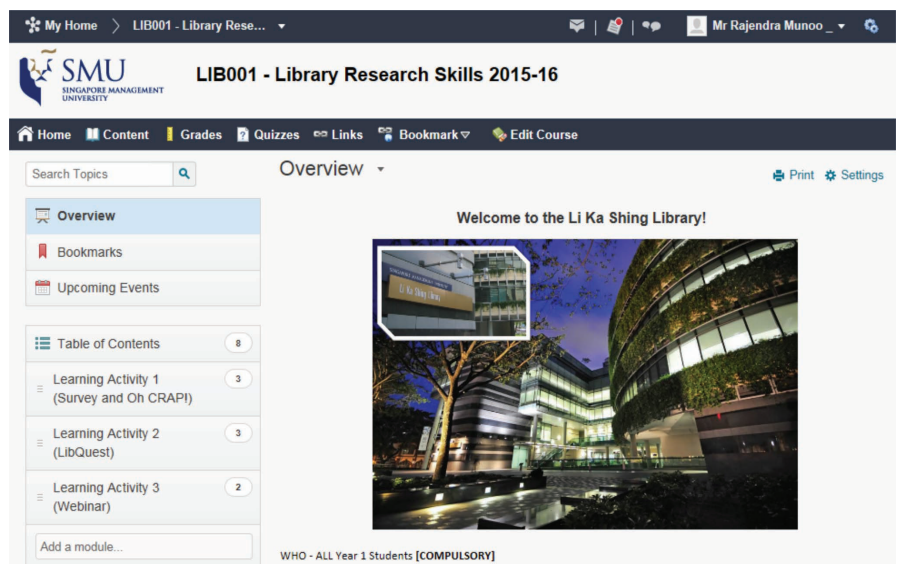


# 2015 SNAPSHOT / ACHIEVEMENTS

## VIRTUAL LEARNING

### EMERGENCY PREPAREDNESS TEACHING AND LEARNING (EPTL)

The Library, Centre for Teaching Excellence and Integrated Information Technology Services teams collaborated to trial the use of webinars as part of SMU's EPTL initiative. This reached 90% of freshmen during their 2015 matriculation programme, which used a blended learning approach to introduce them to the Library and to research. The Library was the first department to implement EPTL. The Library has been demonstrating innovative and creative approaches to student engagement and learning for some time.



**Reading List Example**

Use the poll on your RIGHT!

**QUESTION 2:** What are the **components** in a **journal citation**?

- Author(s), Year of Publication, Title of Article, Place of Publication.
- Author(s), Year of Publication, Title of Article, Title of Journal, Volume/Issue, Page Range.
- Title of Journal, Place of Publication, Author(s), Volume/Issue, Page Range.

**Mobile/App users, you won't be able to use the poll**

Question	Answer	Percentage
1. Where is this book located, and what is its call number?	a. 1st floor in the library in called the 'Li Ka Shing Library'	9/91 ( 10%)
	b. Yes, you look exactly the same.	44/91 ( 48%)
	c. You look better now than in the photo.	22/91 ( 24%)
	No Answer	16/91 ( 18%)
2. The place in the library is called the 'Li Ka Shing Library'	a. Learning Commons	0/91 ( 0%)
	b. Service Desk	73/91 ( 80%)
	c. Lifestyle Lounge	18/91 ( 20%)
	No Answer	10/91 ( 11%)
3. Where is this book located, and what is its call number?	a. 1st floor in the library in called the 'Li Ka Shing Library'	8/91 ( 9%)
	b. Level 4 Book Stacks, Call No. HF3087.B62012	15/91 ( 16%)
	c. Course Reserves, Call No. HF3087.B62012	7/91 ( 8%)
	No Answer	62/91 ( 68%)

**Video**

Aaron Tay



## 2015 SNAPSHOT / ACHIEVEMENTS

## OPERATIONAL EXCELLENCE

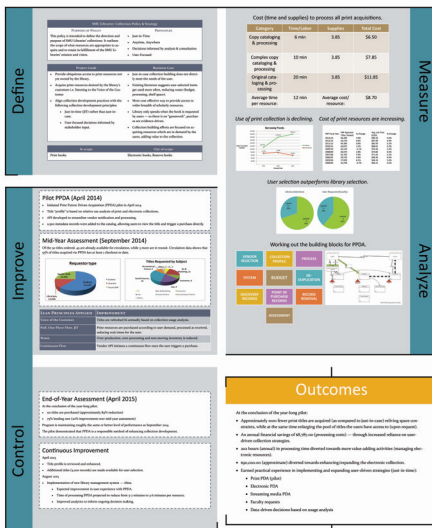
The Library is the proud winner of SMU's inaugural 'Outstanding Department' award as part of the Business Excellence Awards 2015. Over 70% of library staff have been trained in 'Green Belt' -business process improvement, over the last 3 years.



## Lean Six Sigma @ SMU Libraries

## A User-Driven Collection Strategy

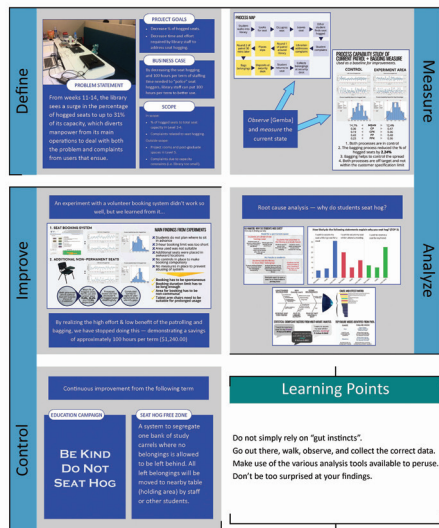
Nazimah Ram Nath, Sun Shengbo, Hamidah Asri, Rochelle Movano Magat, Tan Yee Yee



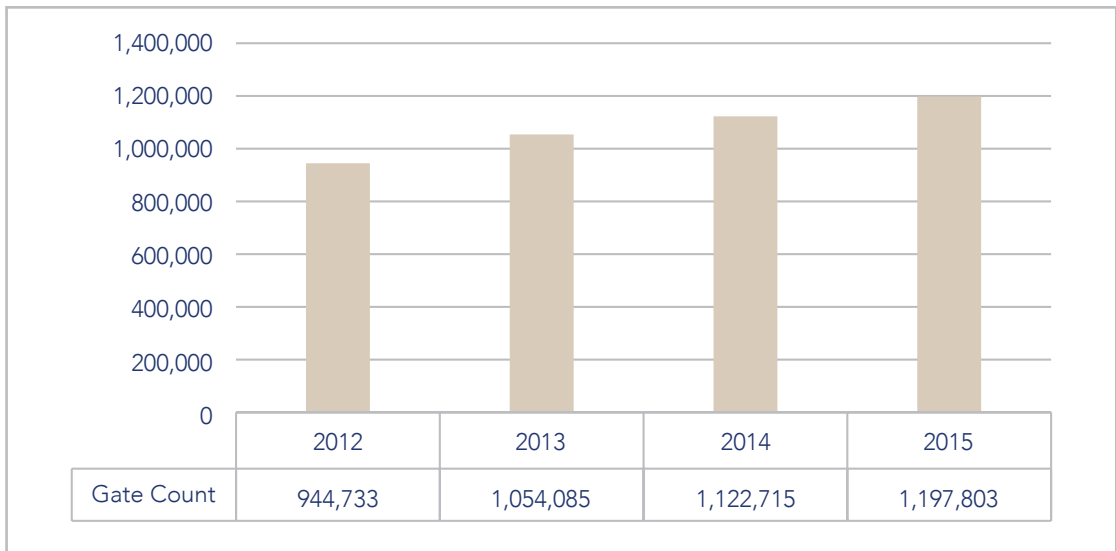
## Lean Six Sigma @ SMU Libraries

# Seat Hogging 101

Yuyun Ishak, Vincent Ong (with students from MGMT 317)

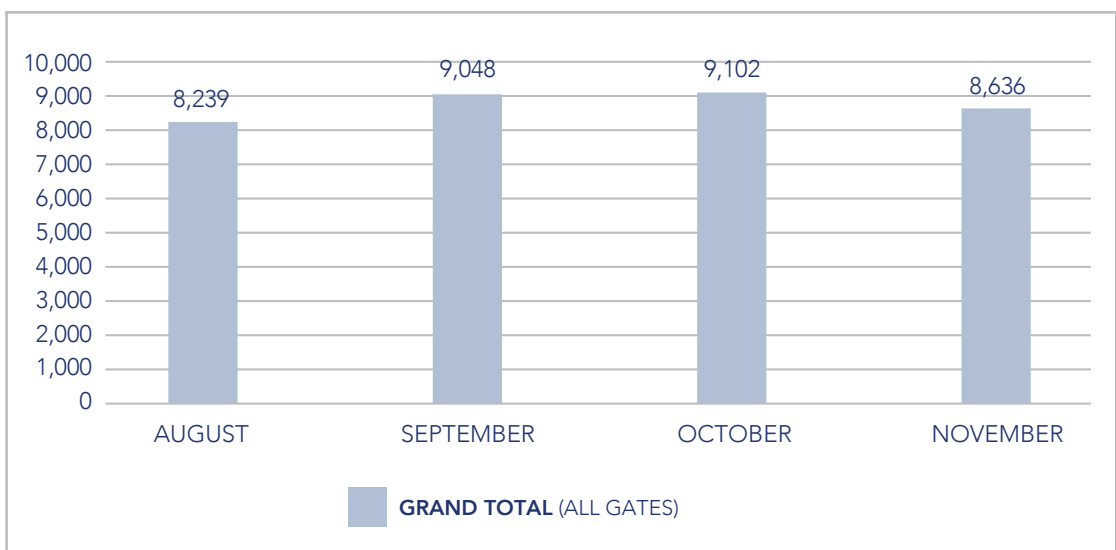


## GATE COUNT



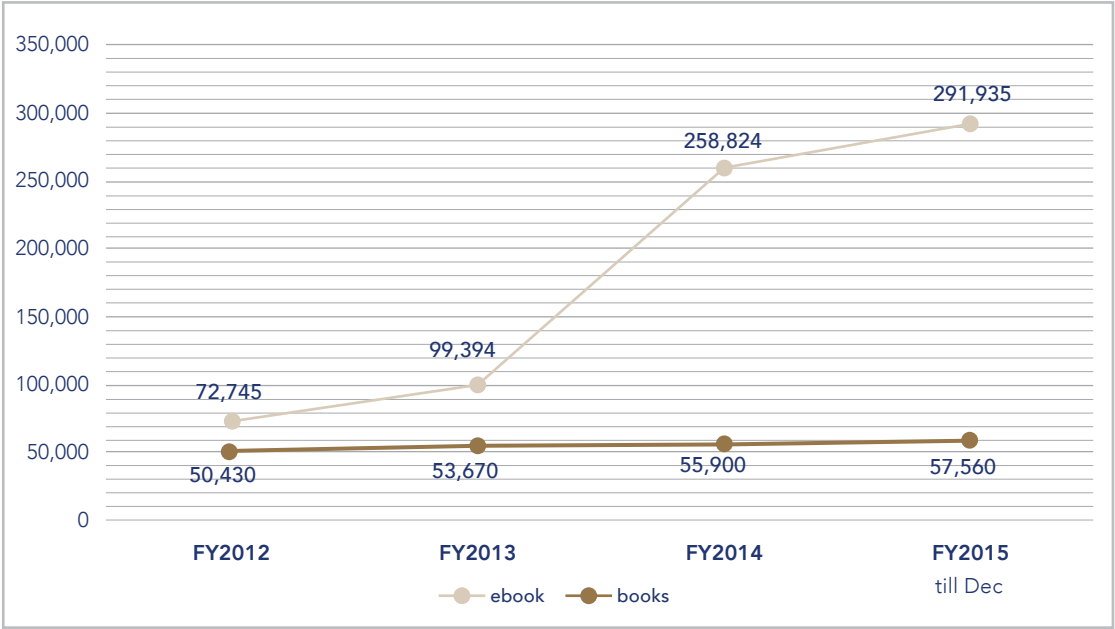
The Library is the most popular space on campus. In 2015, almost 1.2 million visits were recorded, an amazing number considering the size of SMU's student population. However, because the library is also a community centre, spaces are shared and used by all. As the table below shows, the number of unique visitors to the library is almost the same as our entire population.

## UNIQUE VISITORS MONTHLY 2015

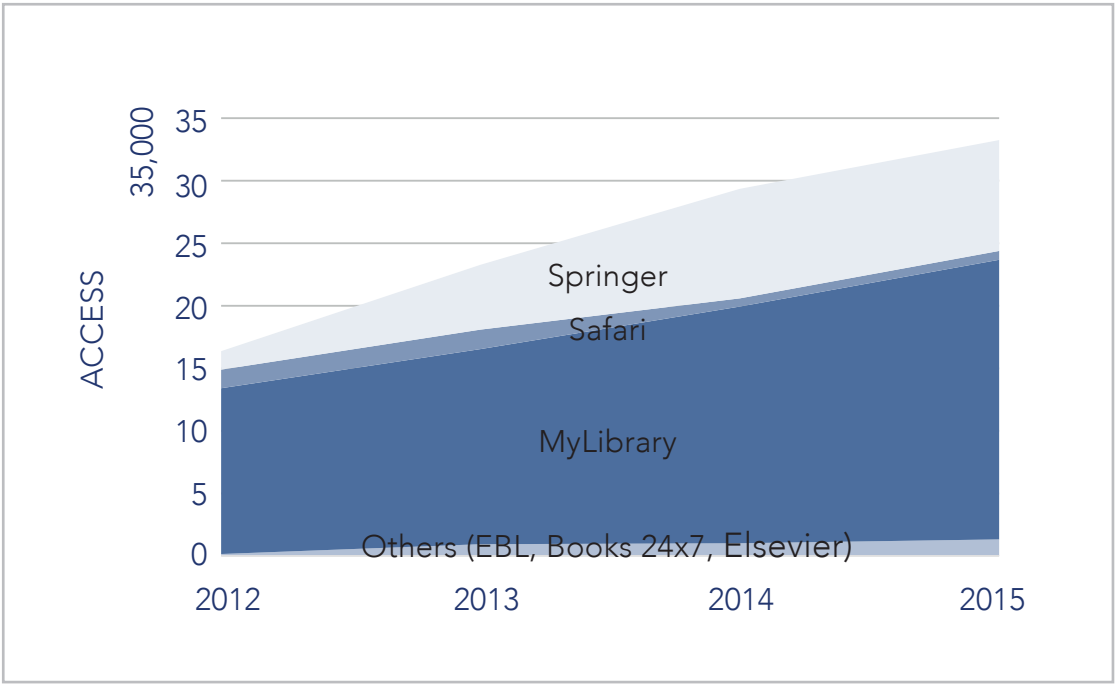


# VISITS & USAGE

## HOW MANY BOOKS ADDED



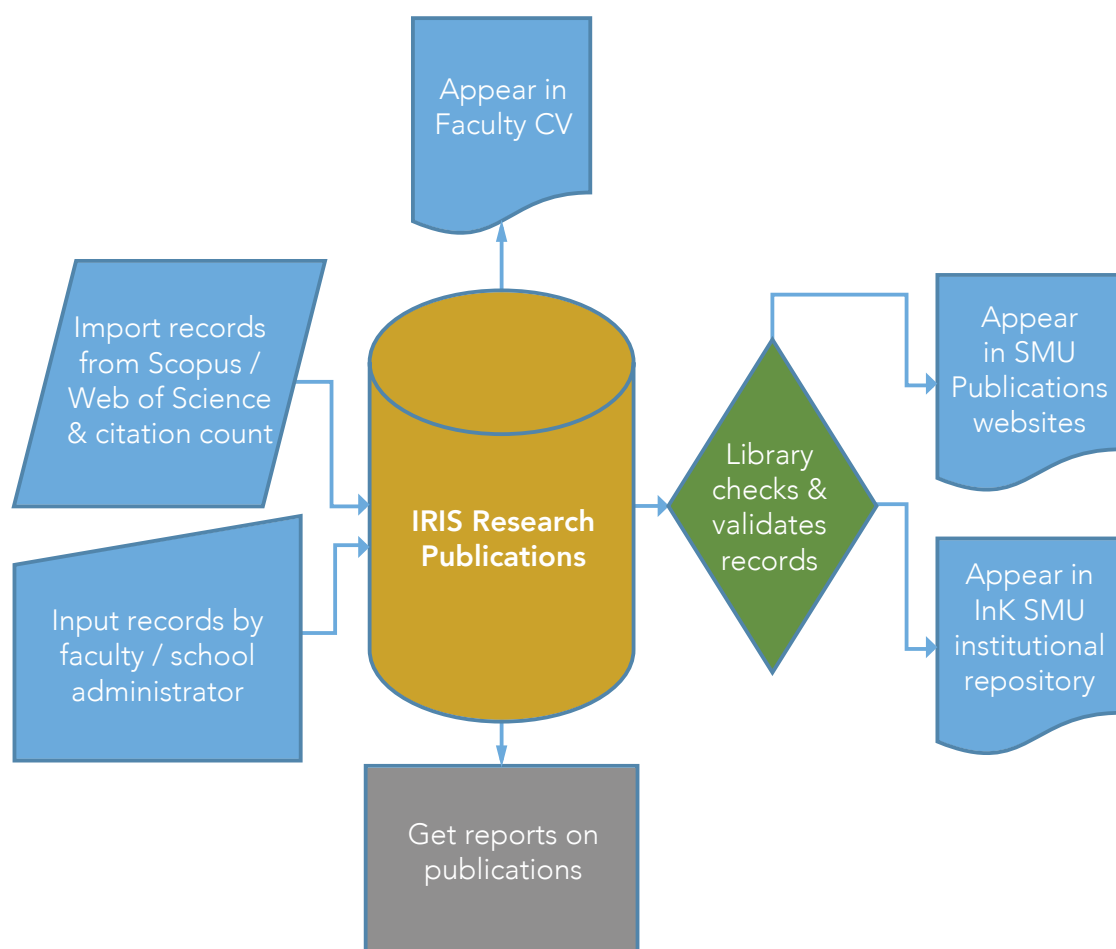
## EBOOK USAGE





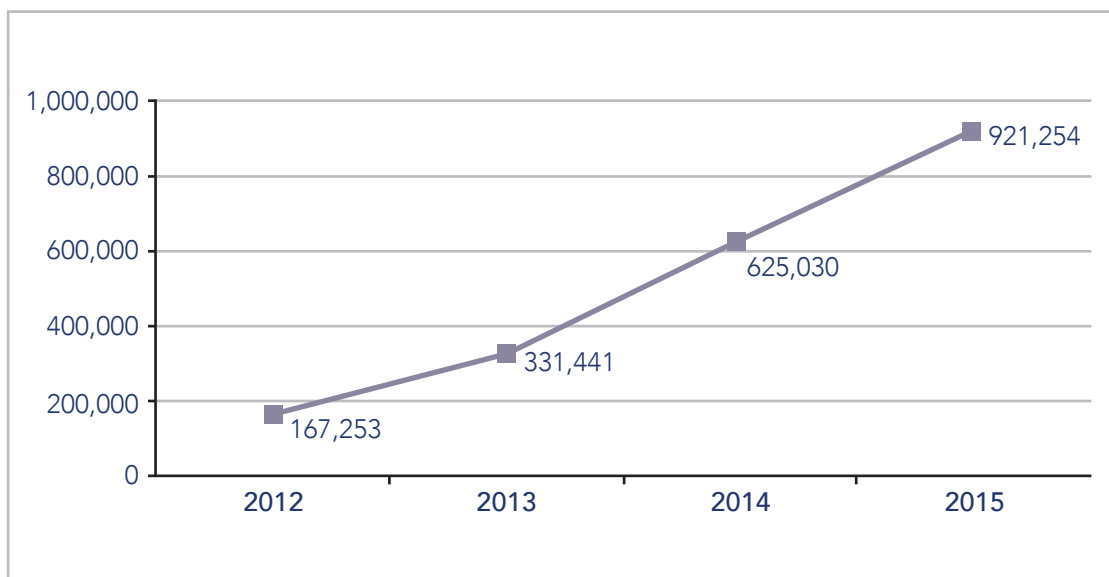
## IRIS RESEARCH PUBLICATIONS MODULE

The Research Publications module in the Integrated Research Information System (IRIS) was the first module to be created and was beta-released in October 2015. The Library is the business owner of the module and worked on the specifications, testing and populating the module. Records from Scopus and Web of Science can be imported, in addition to the number of times the publication has been cited, into IRIS. The Library is also able to check publisher policies in IRIS due to an API from Sherpa/Romeo.

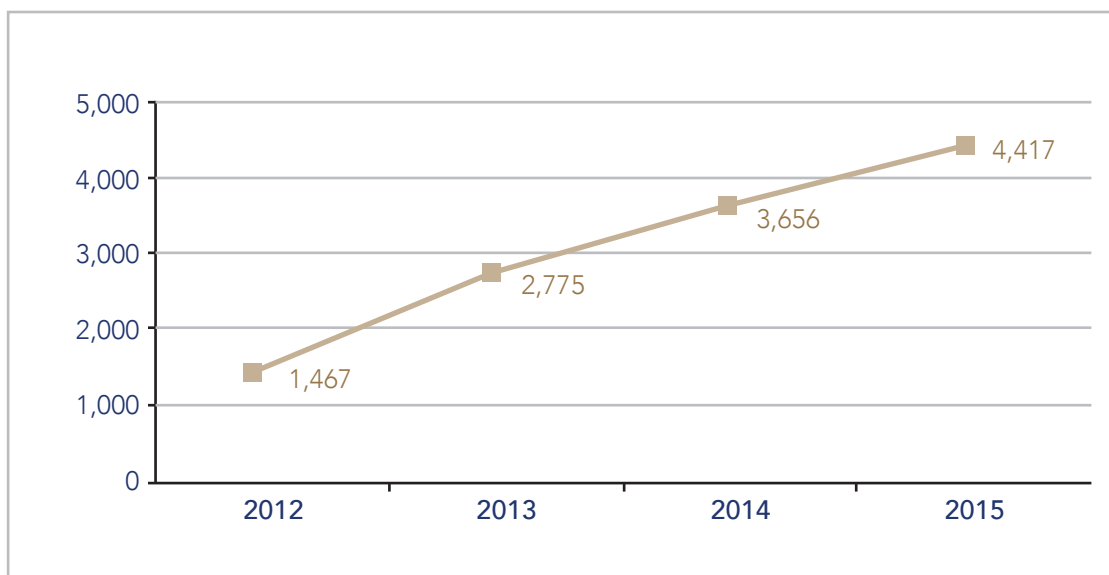


## Growing SMU's Institutional Knowledge

### FULL TEXT DOWNLOADS FROM INK (CUMULATIVE)



### NUMBER OF FULL TEXT IN INK



## THE SINGAPORE CONSTITUTION: A Brief Introduction

*Edited by Dierdre Grace Morgan*



ore Model of Housing and the Welfare State

### Chapter 2

## The Singapore Model of Housing and the Welfare State

**Sock-Yong Phang**

### Entrepreneurial Competencies as an Entrepreneurial Distinctive: an

#### Examination of the Competency Approach in Defining

#### Entrepreneurs

**Li Xiang**

#### Abstract

Entrepreneurship is of critical im  
have studied entrepreneurship for de  
between entrepreneurial competenc

egarded as a welfare state, the provision of  
been a defining feature of its welfare system.  
played a useful role in raising savings and  
contributing to sustained economic growth in

### A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents

Dan J. Kim, Computer Information Systems, University of Houston Clear Lake, 2700 Bay Area  
Boulevard, Delta 169, Houston, TX 77058-1098, United States

Donald L. Ferrin, Lee Kong Chian School of Business, Singapore Management University, Singapore

H. Raghav Rao, Department of Management Science and Systems, State University of New York at  
Buffalo, United States

Published in Decision Support Systems, Volume 44, Issue 2, January 2008, Pages 544–564

doi:[10.1016/j.dss.2007.07.001](https://doi.org/10.1016/j.dss.2007.07.001)

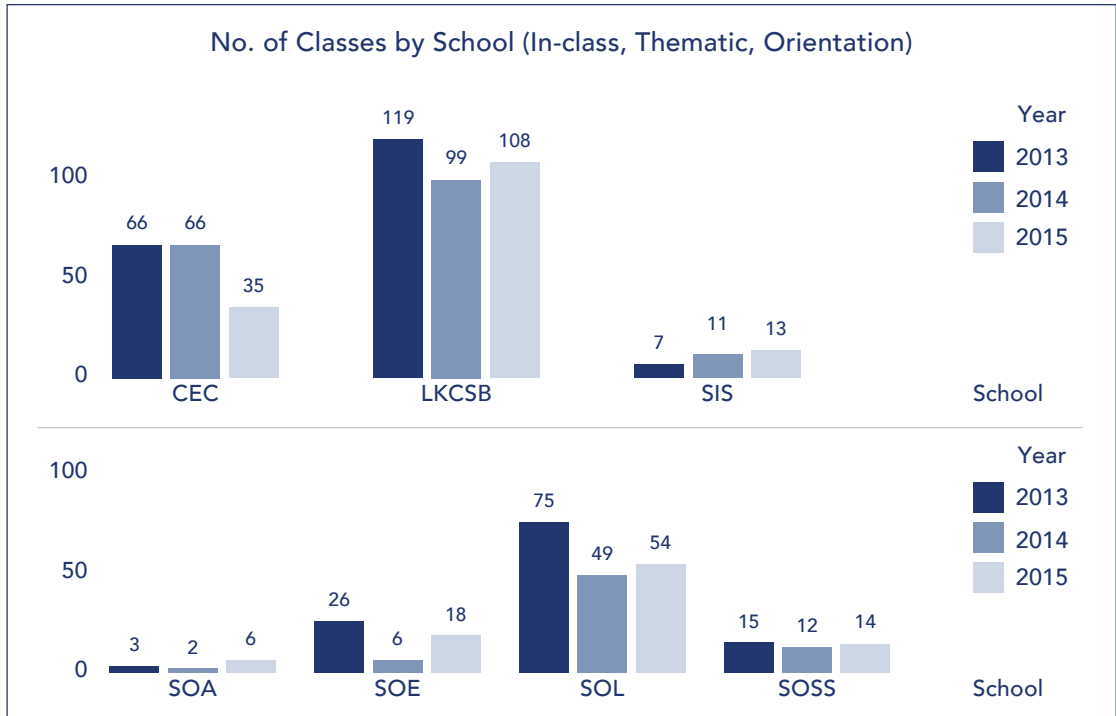
#### Abstract

Are trust and risk important in consumers' electronic commerce purchasing decisions? What are the antecedents of trust and risk in this context? How do trust and risk affect an Internet consumer's purchasing decision? To answer these questions, we i) develop a theoretical framework describing the trust-based decision-making process a consumer uses when making a purchase from a given site, ii)



# TEACHING & LEARNING

## Number of Classes (In-class, Thematic, Orientation, Online) by Schools



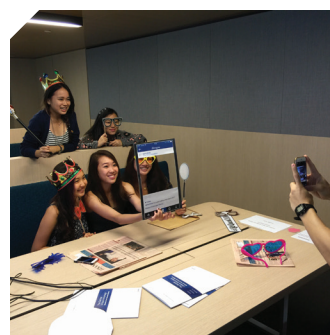
SMU Libraries offers a series of learning programmes that is mapped to the academic term. Research Librarians work closely with faculty to embed timely research and critical thinking skills for both undergraduate and postgraduate students.

Each Research Librarian creatively uses innovative teaching and learning techniques aligned to SMU's pedagogy, embracing blended learning and flipped classroom. SMU Libraries' Learning Labs are state of the art flexible learning spaces both faculty and librarians often use for their classes.



# TEACHING & LEARNING

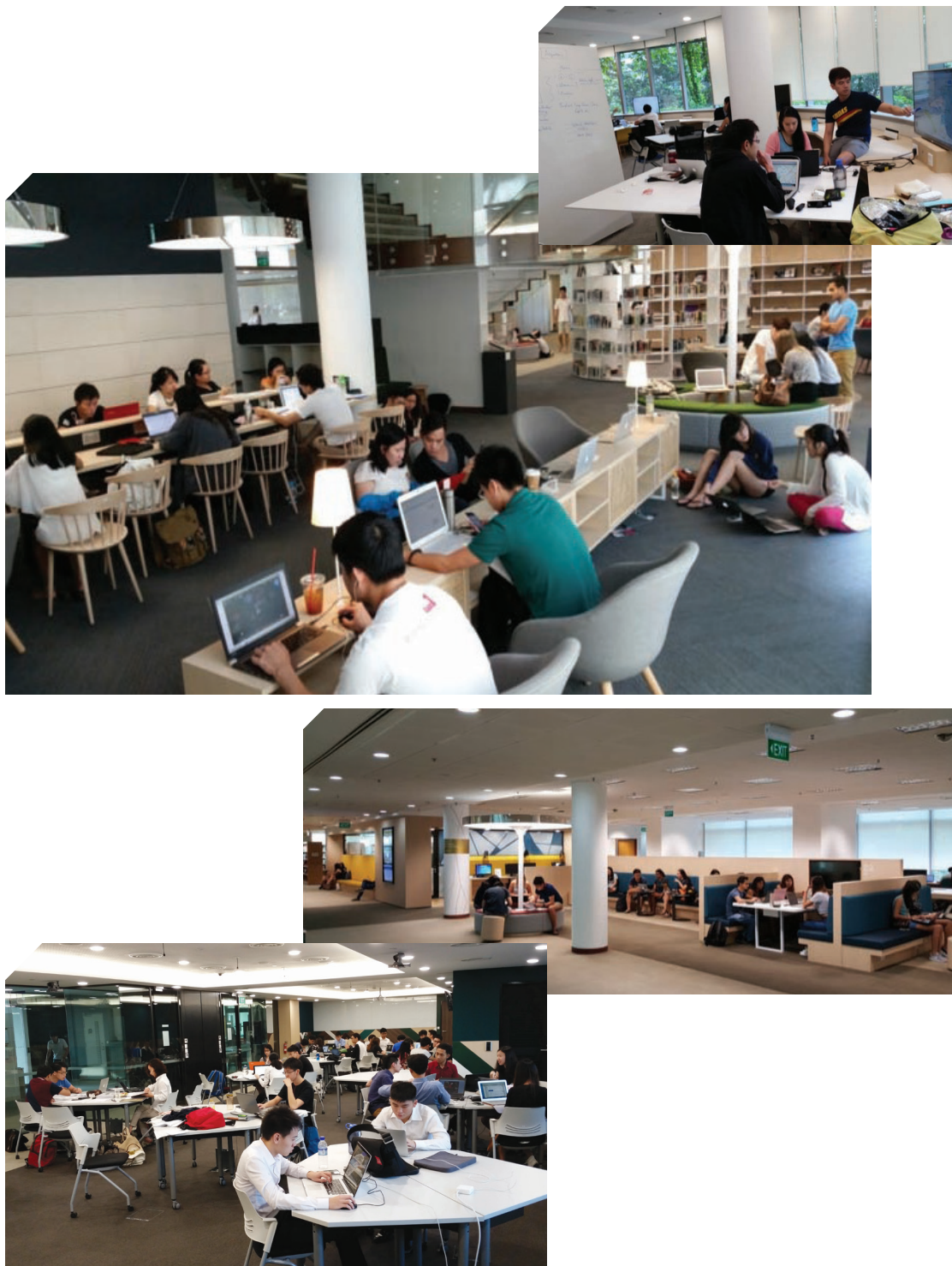
## Onsite: LibQuest 2015/16



The yearly Library Orientation for newly matriculated students was conducted over 15 sessions from 28 to 30 July 2015. A total of 1,329 freshmen discovered the library's facilities and services through a problem-based learning approach.



# LEARNING SPACES



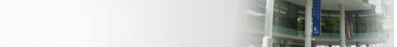


# BUSINESS PROCESS IMPROVEMENT PROJECT FOR STUDENT SPACES

The Library collaborated with students taking the **MGMT317** course to devise a way to reduce the number of “hogged” seats in the library by creating a “hog-free” zone. The collaboration involved analysing seat utilisation, managing process improvement, weekly meetings between the library and students which resulted in a seat booking system with gantry control.

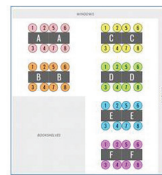


## LIBRARY ALERTS



Dear Students,

As part of the Library's ongoing efforts to reduce seat hogging, Library is going to do a couple of experiments on **Library Level 3, Study Area facing Campus Green**, from **16 to 27 March 2015**.

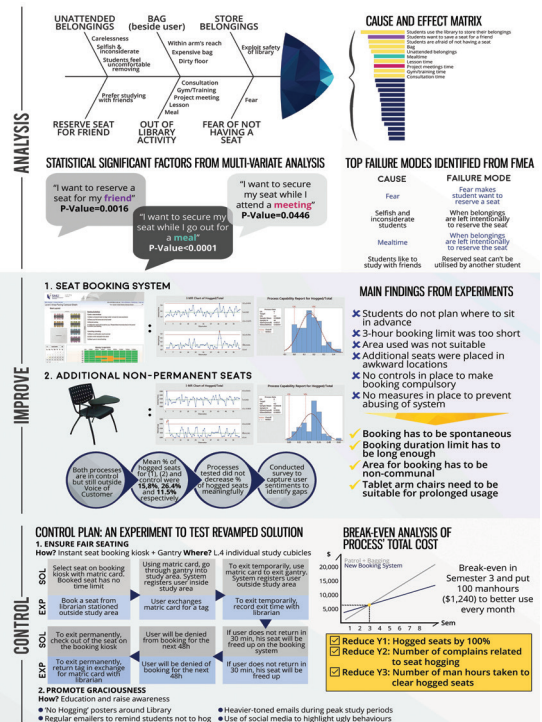
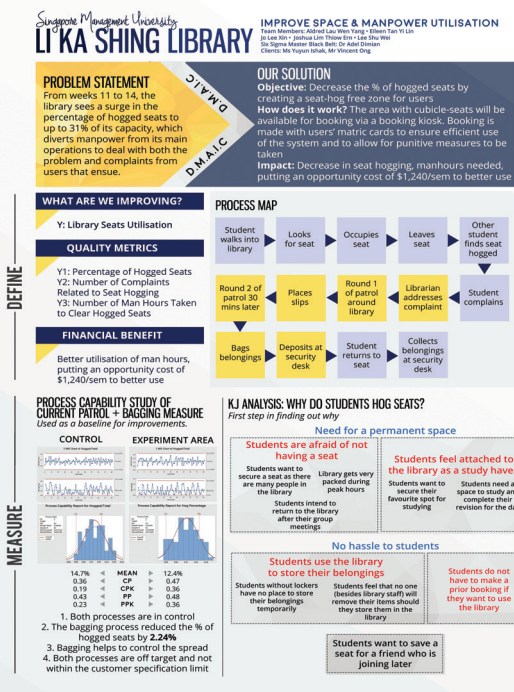


### 1. Seat Booking System

Tagged seats will be available for booking at [libcal.smu.edu.sg/booking/13](http://libcal.smu.edu.sg/booking/13).

**Booking guidelines:**

- a. Each student is entitled up to 3 hours slot/day.



# STUDENT ENGAGEMENT


## LIBRARY TOUR APP




What can you catch in the library other than some much needed Zzzs? Monsters!

School of Information Systems students collaborated with the library to design a self-directed, augmented reality tour app that made use of iBeacons for their **IS460 IS Application** module. The team gained invaluable experience integrating new technologies and learning new code while developing the app.

**LIBTOURAPP**



 12<sup>th</sup> November 2015  
1<sup>st</sup> session: 3.30pm to 5pm  
2<sup>nd</sup> session: 7.30pm to 9pm

REGISTER HERE: <http://bit.ly/1XLkmtR>

For enquiries, please contact: [siying.ong.2013@sis.smu.edu.sg](mailto:siying.ong.2013@sis.smu.edu.sg)

***Gotta catch 'em all!***

LibTourApp is a mobile app developed by SIS students and Library that incorporates augmented reality technology to make cute monsters come alive! Have the unique chance to shape the LibTourApp by taking part in this showcase! \*\*A token of appreciation will be given at the end of the session.



The app is a game where players have to catch monsters located in different areas of the library. Players are alerted when a monster is near and, upon scanning a picture of the monster, the monster will appear on their phone screens and come to life with instructions, videos and questions for players. Library staff had fun beta testing the game and some showed their rarely-revealed competitive sides!

The collaboration between the student team and the library team was a worthwhile learning experience for everyone.

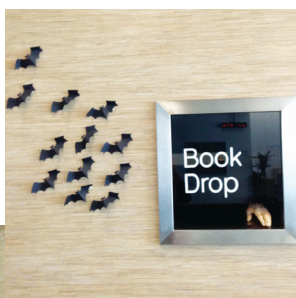


# STUDENT ENGAGEMENT

## APRIL FOOLS' DAY



## HALLOWEEN





# COMPLIMENTS

## Tell us what YOU Think

- What do we do well?
- What can we improve?
- What can we do for you?

**YOUR feedback:** Being in Year 4, I realized that the library has undergone 2 undertakings several changes with the aim of benefiting the SMU Community and I am more than proud to state that be a student of a University that cares so much about making its student experience better.

## Tell us what YOU Think

- What do we do well?
- What can we improve?
- What can we do for you?

**YOUR feedback:** Hello!  
I'm a graduating student from 2014 and I just wanna thank the Library & all the staff for all their service and all the improvements you all have brought in since I was just a Freshie. I'm actually glad that this no-food rule is implemented, it's cleaner in here now!

## Tell us what YOU Think

- What do we do well?
- What can we improve?
- What can we do for you?

**YOUR feedback:**  
Thank you for always going the extra mile in wanting to improve our library experience.  
#gratitude  
#unsung.

**YOUR feedback:** Your commitment to making the library a student friendly place is incredible. So many of the services of the library are granted. I just wanted to stop by and thank you immeasurably.

## Tell us what YOU Think

- What do we do well?
- What can we improve?
- What can we do for you?

**YOUR feedback:**  
The library is an awesome place to study (if I get a place). I just want to say thank you.  
One question though: Could there be a space where we can read for the joy of it? I understand a library is for study, but I don't think the impression it's all about study is good.

## Tell us what YOU Think

- What do we do well?
- What can we improve?
- What can we do for you?

**YOUR feedback:** Hello! I must say that there have been HUGE improvements made to the library over the years (I was a student from 2010-2014) & especially like how modern and well-equipped the Learning Commons is — well-lit, comfortable chairs, spacious tables, multiple power points, and lush greenery to look out to at Campus Green, when my eyes grow tired. The library's such a conducive place to study, I just have to come back to just with the students for a place, despite pursuing my postgrad studies elsewhere — testament to how good the library is. So, thank you, for making this place what it is today. Your efforts are greatly appreciated!

**Need a reply? Give us your email address:**  
— Grateful SMU alumnus

## Tell us what YOU Think

- What do we do well?
- What can we improve?
- What can we do for you?

**YOUR feedback:**  
Hi there!  
Thanks for keeping the library well-operated and full of nice resources and chairs. Really comfortable place to study!

# EVENTS & HAPPENINGS

## LAUNCH OF INVESTMENT STUDIO

The Investment Studio, launched on 15 January 2015, offers a professional environment where students can build up essential technical skills in using the databases which are widely used by practitioners and established as industry standards.

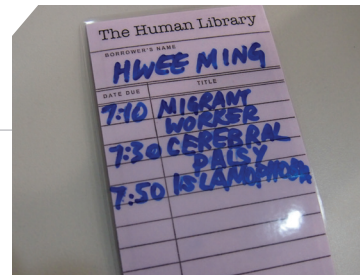


It houses high-end financial terminals such as Bloomberg, Capital IQ and EIKON while allowing access to many other business and financial databases.

## SG50-SMU15



A series of events were organized to commemorate and celebrate the nation's jubilee year as well as the university's 15th anniversary.



The Library organised a Human Library event in October 2015. It is an innovative and interactive event that provides a safe and welcoming environment in which participants can learn more about the individuals in their community. Human Books are volunteers that may be affiliated with a marginalized group or who have special talents or life experiences to share. Readers have the opportunity to borrow a Human Book, and participate in one-on-one or small group conversations with the volunteer. Human Libraries provide an opportunity for real and authentic discussion, provoking thinking, reducing prejudices and encouraging understanding.

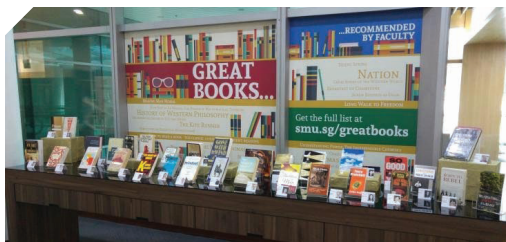


The Human Library has its roots in Denmark where in 2000, a group of youth activists got together at northern Europe's largest summer festival to raise awareness of youth violence. The program now takes place in over 45 countries worldwide and continues to grow.



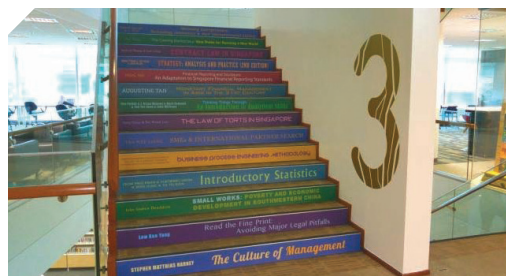
# EVENTS & HAPPENINGS

## STAIRWAY TO KNOWLEDGE AND GREAT BOOKS



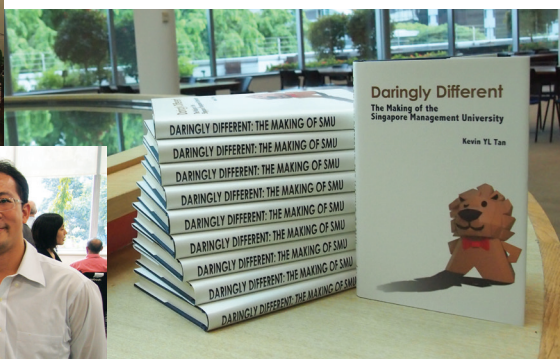
The **Great Books Project** is a selection of books recommended by SMU faculty. These titles inspired our faculty, who hope that they in turn inspire the students. 45 new books were specially purchased to be made available for loan.

The **Stairway to Knowledge** is a installation of selected books written by SMU faculty. 76 titles by faculty from all six schools were featured, with the spine in the school's colour. The "Book Stairs" was unveiled at the annual "Back To School" faculty reception in August 2015.



## OTHER HIGHLIGHTS

- Information Literacy Seminar
- Launch of "Daringly Different" Book
- LibQual Appreciation Party
- "Back To School" Faculty Reception
- "I'm a Sensitive Soul: Publishing Sensitive Research Data" Seminar
- Magna Carta comes to SMU Exhibition





**RAJENDRA MUNOO**

2015 SMU Faculty / Staff Contribution to  
Student Life Award (Individual)  
Library Association of Singapore-World Library  
and Information Congress Grant 2015



**DEVIKA SANGARAM**

The Efficiency Medal (Pingat Berkebolehan)  
National Day Awards 2015



**AARON TAY**

2015 Library Association of Singapore  
Professional Service Award



**TAMERA HANKEN**

Business Excellence Role Model,  
SMU Business Excellence Awards 2015

# PUBLICATIONS & PRESENTATIONS

- A New IRIS: Better Integration of Research Outputs and Tracking of Research Impact. Pin Pin Yeo
- Implementing a Bento-Style Search in LibGuides v2. Aaron Tay and Yikang Feng
- Teaching Information Literacy Skills Using Problem-based Learning: A Case Study of LibQuest at the Li Ka Shing Library, Singapore Management University. Rajendra Munoo and Mei Tan
- Research Consultations and Co-Location Adds Value to the Reference & Information Services and Instruction Continuum: Towards to Holistic Learning Experience at the Singapore Management University Library. Rajendra Munoo
- Supporting Research through Information Literacy Programmes: SMU Libraries' Learning Journeys. Yuyun W. Ishak
- Serials Renewal Cycle: Doing it the SMU (A Different U) Way! Kai Leong Heng
- Transforming Learning Spaces for New Generation of Learners. Gulcin Cribb and Devika Sangaram
- Evaluating Library Spaces while Developing a 'Culture of Assessment'. Gulcin Cribb, Tamera Hanken, and Swapna Gottipati

*A list of library staff publications and presentations can be found at  
[http://ink.library.smu.edu.sg/library\\_research/](http://ink.library.smu.edu.sg/library_research/)*

## PROFESSIONAL MEMBERSHIPS

- American Library Association (ALA)
- ASEAN University Network Inter-Library Online (AUNILLO)
- EconBiz
- Educause
- Hong Kong Library Association (HKLA)
- International Association of Scientific and Technological University Libraries (IATUL)
- International Federation of Library Associations (IFLA)
- Library Association of Singapore (LAS)
- Pacific Rim Digital Library Alliance (PRDLA)



# NOTES



**Our Passion, Our Commitment, Your Advantage**

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